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★ JUN 8 - 1945 ★

U. S. Department of Agriculture

FLORAL GARDENS



SPRING - 1945

Wholesale Perennial Specials

Hardy Chrysanthemums

Hardy Asters

Shasta Daisies

Pyrethrums

Specialties



Propagated By

FLORAL GARDENS

S. H. SWARZTRAUBER, Owner

Eaton, Ohio



HARDY CHRYSANTHEMUMS – 1945

ORDER NOW FOR SPRING 1945 DELIVERY

NEW INTRODUCTIONS – 1944

| | 2½ inch Pots | |
|---|--------------|---------|
| | 12 | 100 |
| BURMA —Glistening bronze with orange tint, copper undertone, 24 inches tall. Oct. 1. | \$3.50 | \$25.00 |
| MANDALAY —Brilliant orange-bronze with neatly ed flowers, on profusely branched stems. Bloom Oct. 1. | \$3.50 | \$25.00 |
| HARBOR LIGHTS —Soft yellow and creamy white, beautiful effect. Oct. 1. | \$3.50 | \$25.00 |
| NORTH STAR —Plants entirely covered with pure white single flowers by mid-Sept. | \$3.50 | \$25.00 |
| BROWNIE —Compact ball-shaped flowers of rich dark red changing to bronze. In bloom by Oct. 10. | \$3.50 | \$25.00 |
| EVENING SUN —Large single flowers of carnelian red to burnt orange with golden center. Full bloom by Sept. 25. | \$3.50 | \$25.00 |
| HARVEST MOON —Plants grow about 15 inches tall, completely covered with large pompon-like blooms of rich burnt orange | \$3.50 | \$25.00 |
| MEADOW GOLD —In full bloom by Sept. 15th, with plants covered with brilliant double golden yellow to lighter tints on petals. Very choice early | \$3.50 | \$25.00 |
| SEPT. CHEER —Semi-double flowers of a rich cherry. Very attractive. Oct. 5 | \$3.50 | \$25.00 |
| SUNBEAM —New Cushion type with a perfectly shaped butter-yellow flowers covering the plant. Fine for potting. Oct. 1 | \$3.50 | \$25.00 |
| WHITE KNIGHT —Pure white double flowers on strong stem. Flowers 3 inches across. Blooms after Avalanch. Have creamy tinge | \$3.00 | \$22.50 |

NOTE—No less than 6 at dozen rates or 25 at 100 rates.

If one plant of a variety is wanted only, add 5c extra to the price per each. Our list of Rooted Cuttings will be sent to you on request.



NEW INTRODUCTIONS OF 1943

| | 2½ inch Pots | |
|---|--------------|---------|
| | 12 | 100 |
| MARJORIE MILLS —Dwarf growing cushion type, covered completely with deep red flowers 2 inches across | \$3.00 | \$20.00 |
| RED VELVET —The best tall growing red we have ever grown, fine for cutting | \$2.00 | \$20.00 |
| RUBY POMPON —Ruby crimson flower of the pompon type on long stems. Oct. 5 | \$3.00 | \$20.00 |
| REMBRANDT —Rosy mauve with coppery tints. Neat growing plants. Oct. 5 | \$3.00 | \$22.50 |
| ARTIC QUEEN —Large single bronzy yellow suffused salmon. Oct. 10 | \$3.00 | \$20.00 |
| CORAL SEAS —Double salmon-buff suffused with coppery rose. Dwarf. Oct. 5 | \$3.00 | \$20.00 |
| DUBONNET —Very large single amaranth-pink with deep green foliage. Oct. 10 | \$3.00 | \$22.50 |
| LAVENDER LASSIE —A miniature "Lav. Lady" with small pompon flowers covering the entire plant. Oct. 1 | \$3.00 | \$20.00 |
| POLLYANA —Large single Mayflower-pink bloom on tall stems. Fine for cutting | \$3.00 | \$20.00 |

THE THREE NEW JEWELS—Introduced in 1943

| | | |
|---|--------|---------|
| ORCHID JEWEL —An outstanding orchid pink pompon. Fine for cutting | \$3.00 | \$25.00 |
| WHITE JEWEL —Pure white pompon flowers on tall 24 inch stems. A great improvement on the old variety "Irene" | \$3.00 | \$25.00 |
| YELLOW JEWEL —Deep yellow ball-shaped golden flowers on nice cutting stems | \$3.50 | \$30.00 |



STANDARD EARLY FLOWERING VARIETIES

| | 2½ inch Pots | |
|--|--------------|---------|
| | 12 | 100 |
| AVALANCH —One of the outstanding pure whites that is always good to have for early Sept. blooms. Fine to cut | \$3.00 | \$25.00 |
| CHAMPION CUSHION —Cushion type with deep red flowers | 2.00 | \$17.50 |
| EUGENE A. WONDER —One of the very best outstanding yellows in our Gardens last fall. Folks really like this one. It blooms Sept. 25 | \$3.00 | \$22.50 |
| DEAN KAY —(Improved) double rose-pink, giving a great mass of blooms. Early Sept. | \$3.00 | \$22.50 |
| DEAN LADD —Double reddish bronze blooms covering plants 18 inches tall. Oct. 1 | \$3.00 | \$22.50 |
| JEWELL —(Old)—This is the deep lavender Jewell, and a very beautiful flower | \$3.00 | \$22.50 |
| GOLDEN WAVE —New. Large golden flowers with slightly incurved petals | \$3.00 | \$25.00 |
| GOLDEN CHARM —Plants covered with deep golden yellow flowers 2 inches across | \$2.50 | \$20.00 |
| MRS. P. S. DU PONT III —A lovely soft peach with large blooms on deep green foliage. Very vigorous | \$3.00 | \$20.00 |
| MRS. SAM P. ROTAN —A very large golden yellow. Full bloom by Oct. 10 | \$2.50 | \$22.50 |
| MY LADY —Very early blooming deep yellow | \$3.00 | \$25.00 |
| MAJOR CUSHION —Dwarf cushion type with very deep pink flowers. A great improvement over Pink Cushion | \$2.50 | \$18.00 |
| LAVENDER LADY —One of the outstanding deep lavender, fine for cutting | \$3.00 | \$22.50 |
| ROSE GLOW —Raspberry pink with a wonderful fragrance. Blooms about 12 inches across and covers plant completely | \$3.00 | \$22.50 |
| SALMON GLOW —A very pleasing blend of old gold shade and salmon. Flowers semi-double covering plants | \$2.00 | \$18.00 |



| | 2½ inch Pots | |
|---|--------------|---------|
| | 12 | 100 |
| SEPT. DAWN —Large rich, deep pink, early | \$3.00 | \$22.50 |
| SEPT. BRONZE —One of the dwarf growing types with gold-bronze flowers | \$2.50 | \$18.00 |
| SEPT. GOLD —Brilliant golden yellow of the above dwarf growing type. | \$3.00 | \$20.00 |
| TREASURE TROVE —Very early flowering clear golden yellow. 24 inches tall | \$2.50 | \$20.00 |
| WHITE CLOUD —Pure white with a pinkish cast as blooms open. Very early | \$2.50 | \$18.00 |
| YOU DATES PRIDE —A distinct early orange shading to bronze. Fine for potting | \$2.50 | \$18.00 |

NOTE—No less than 6 at dozen rates or 25 at 100 rates.
If one plant of a variety is wanted only, add 5c extra to the price per each. Our list of Rooted Cuttings will be sent to you on request.

NOTE—25% of your total order will hold order for Spring shipment and balance shipped C. O. D. via Express or P. Post, unless you instruct us otherwise. We guarantee all varieties to be true to name and free from disease. All plants will be shipped to you with the greatest of care and we are certain you will be pleased with our **PACKING METHODS**.

BRISTOLS NEW CHRYSANTHEMUMS FOR 1945

APRICOT GLOW—New Cushion type of a rich apricot bronze, 2½ inches double blooms during mid August.

FIRE GLOW—Early Sept. blooming brilliant Oriental red 2 inch blooms with a showy golden centre. Semi-double.

MAGNOLIA—Very double, 4 inch blossom, magnolia-like in substance reflecting soft pink tints of the water lily on opening, later shading to creamy pink and soft yellow.

PINK RADIANCE—Long stemmed branching sprays of soft pink blossoms completely covering the plant. Fully double blooms 3 inches across which are remarkably resistant to early cold Autumns.

PLANTS IN LIMITED QUANTITIES OF THE ABOVE

VARIETIES—in 2½ inch plants bands each 60c



UNIVERSITY OF MINNESOTA CHRYSANTHEMUMS

BOREAS—Very early double white with flowers 2 inches across very long stems suitable for cutting.

CHIPPEWA—Bushy plants early to midseason blooms of aster-purple, 2 to 3 inches across with incurved petals. Very showy and popular.

GLACIER—Very fine pure white double.

HARMONY—This is a varied colored variety. Early in season a yellowish, later a strawberry pink and as the season advances it turns to a Brazil-red. A Cushion type with blooms $2\frac{1}{4}$ inches across.

MOONGLOW—Low bushy plants with double, deep lemon-chrome flowers 2 inches in diameter.

PURPLE STAR—Very tall bright dahlia-purple flowers. Semi-double Midseason to late bloomer. Suitable for cutting.

POLAR ICE—Clear, glistening blue-white flowers 2 to 3 inches across. One of the new outstanding whites.

RED GOLD—Medium tall, double 2 inch blooms of scarlet to Brazil-red. Early to midseason bloomer.

SNOWBALL—One of the new fine white hardy Mums.

WELCOME—Very yearly blooming mallow-purple. Long stems.

Plants of the above, $2\frac{1}{4}$ inch plants bands each 60c

HARDY ASTERS — MICHAELMAS DAISY

Potted in 2 inch pots. Strong plants.

10

100

ADORABLE—Early September bloomer with large salmon-pink flowers \$2.50 \$20.00

AMETHYST—Deep purplish flowers on 3 foot stems \$2.50

BEECHWOOD CHARM—Medium tall-growing clear rosy-red blooms on compact growing plants \$3.00 \$25.00

BLUE BIRD—Deep blue flowers on low-growing compact plants. Fine for borders and edging \$2.00 \$15.00

BLUE GOWN—Tall growing deep blue Aster \$2.00 \$15.00

BLUE BOQUET—Medium tall growing Aster with very deep blue flowers. Fine in masses \$3.00 \$25.00

BLUE LAGOON—Dwarf growing plant with violet blue flowers covering the entire plant \$3.00

BLUE PLUME—Rich royal-blue flowers on tall stems \$2.50 \$20.00



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| ASTER FRIKARTI —The Everblooming Dark Blue Aster. Stock scarce and hard to propagate. 2 inch potted stock will be ready about May 15 to June 1 | \$3.50 | \$30.00 |
| HARRINGTON'S PINK —Well-known light pink aster. Blooming in mid Sept. Flowers on two and three foot stems. Very fine | \$2.50 | \$22.50 |
| MRS. W. F. FITZPATRICK —Large late deep violet-blue aster. Fine for cutting. Late Sept. | \$2.50 | \$20.00 |
| MT. EVEREST —Best pure white Hardy Aster. Blooms from the ground to the uppermost branch | \$2.50 | \$22.50 |
| MULBERRY* —Mulberry-pink blooms. Medium tall grower | \$2.50 | \$20.00 |
| PINK PARTY —New delicate apple-blossom pink blooms | \$2.50 | \$20.00 |
| QUEEN MARY —Graceful flowers of a pleasing blue tinted deep lavender | \$2.50 | |
| RED CLOUD —Huge large red flowers on tall stems | \$2.50 | \$22.50 |
| VIOLETTA —The best deep violet blue we have ever grown. Flowers completely cover the plant | \$2.50 | \$20.00 |
| YPRES —Beautiful rose-pink blooms on medium tall plans | \$2.50 | \$20.00 |
| NOTE —Plants will be ready for shipment about April 1. | | |

SHASTA DAISIES — Selected Varieties

We offer the following varieties in 2½ inch pots and 2½ inch by 3 inch plant bands.

10 100

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|---|--------|---------|
| DEINER'S DOUBLE FRINGED GIANTS —Large white flowers on tall stems. Excellent for cutting. In full bloom about June 10 to 15. | | |
| Rooted Divisions | \$1.25 | \$10.00 |
| 2½ inch plant bands—seedlings | \$2.50 | \$20.00 |
| ELDER DAISY —Improved. Large pure white flowers in full bloom by Decoration Day. | | |
| Rooted Divisions | | \$4.00 |



| | 10 | 100 |
|--|--------|---------|
| ESTER READ —Stock very limited. The very popular double Everblooming Shasta. Fully double with crested centre. Pure white. Stems 15 to 18 inches. | | |
| 2½ inch pots and plant bands | \$3.50 | \$30.00 |
| MAYFIELD GIANTS —Large pure white flowers with yellow centres. | | |
| Routed Divisions | \$6.00 | |
| 2½ inch plant bands | \$2.50 | \$22.50 |
| SHASTA SUPREME SINGLE —One of the best of the very large single flowering shasta. Stems often 2 feet long. In full bloom July 10. | | |
| Routed Divisions | | \$ 6.00 |
| Potted Plants | \$2.00 | \$15.00 |
| SHASTA SUPREME DOUBLE —New. This is the double flowering form of Shasta Supreme. Thick rows of pure white petals with large golden centre. | | |
| Routed Divisions | | \$10.00 |
| 2½ inch plant bands | \$2.50 | \$20.00 |

NEW SHASTA DAISIES — Late Introductions

| | 10 | 100 |
|--|--------|---------|
| ADMIRAL BYRD —Flowers of great size with finely cut petals. Stock very limited. 10 only to a customer. | | |
| 2½ plant bands | \$4.50 | |
| BEAUTIE NIVELLOISE —New French Variety with huge blooms often five inches across. Pure white with yellow centre. Very choice. Each | \$.75 | |
| CHIFFON —Large fully double flowers. Good grower with an abundance of blooms. Each | \$.50 | |
| FAVORITE —Large flowers with thick rows of pure white petals. Very vigorous growing plant. | | |
| 2½ inch plants bands | \$4.50 | \$40.00 |
| G. MARCONI —Perhaps the largest of the double flowering shastsa. Blooms we measured last summer averaged five and six inches across. All stock from originator plants. These are not grown from seed. | | |
| 2½ inch pots..... | \$4.50 | |





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MOUNT SHASTA—One of the newer Shastas . . . considered by some to be more hardy than in Ester Read. Very prolific with tall stems.

2½ inch pots \$4.50

ZINNIA FLOWERED—Large flowered shasta on stiff straight stems. Deep green foliated plant.

2½ inch pots \$4.50 \$40.00

NOTE—Buy Shasta Daisies for cutting during the months when flowers are scarce. They will repay you in any varieites that you select.

CHOICE VARIETIES OF HARDY PERENNIALS

GEUM—DOLLY NORTH—Rich orange yellow on tall 18 inch stems. Blooms during June and July.

2½ inch plant bands \$2.50 \$22.50

GEUM RED WINGS—Rich scarlet blooms on stems about 15 to 18 inches tall. Very choice.

2½ inch plant bands \$3.00 \$25.00

HEMEROCALIS MIKADO—A very beautiful Day Lily with very rich orange and red areas on petals. Blooms during July and August.

Strong Rooted Divisions \$2.50 \$20.00

HARDY PHLOX

Field clumps for Spring Delivery

ANNIE LAURIE—Large scarlet blooms with very large individual blooms \$2.00

BETTY LOU—Large orange scarlet blooms. Very fine. \$2.00

B. COMPTE—Rich amaranth red blooms \$1.75 \$15.00

BLUE BOY—This is the bluest Phlox that we have ever grown. Free flowering with a rather low broad flowering habit \$2.00

E. I. FARRINGTON—A very good soft salmon-pink, with a lighter eye. Foliage deep green \$1.50

GEO. STIPP—Deep glowing salmon with a somewhat lighter eye. Prolific bloomer \$1.75 \$15.00





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| HARVEST FIRE —Very brilliant salmon-orange with extra large flower heads | \$2.00 | |
| LEO SCHLAGETER —One of the most showy Hardy Phlox we have in our Gardens. Blooms fiery red | \$2.00 | |
| MOONLIGHT DREAM —One of the best white Phlox that we have ever seen. All stock sold under Fall 1945 | \$2.00 | |
| PINK CHARM —A very beautiful clear pink phlox | \$1.75 | \$15.00 |
| SALMON GLOW —Bright flame pink with a delicate salmon shading. We consider this one of the best | \$2.25 | |
| SAN ANTONIO —Vivid flaming carmine heads shaded plum | \$2.50 | |

PYRETHRUMS

Due to shortage in this stock, no variety will be offered until Fall, 1945.

BRILLIANT—Semi-double large deep red.

BUCKEYE—Best deep red. Fully double.

PINK BOUQUET—Light rosy pink.

ROSARY—NEW. Large double light pink.

VICTORY—Large pure white fully double.

SEEDLINGS FOR SPRING DELIVERY

Seed all sown Aug. 1 - 15th, 1944

100

| | |
|--|---------|
| ANEMONE PULSATILLA —Early deep purple blooms in May. Seed of the above sown in August, 1943 | \$10.00 |
| ACHILLEA FILIPENDULA —Parker's Variety. Flat heads of golden yellow flowers | 4.00 |
| DELPHINIUM BELLADONNA IMPROVED —Light blue flowers. Strong 1 year seedlings | 4.00 |
| Heavy 2 year seedlings | 5.00 |
| BLACKMORE & LANGDON —Mixed colors. Strong seedlings | 5.00 |
| LA MARTINA —Deep blue flowers | 5.00 |
| PACIFIC HYBRIDS —Giant flowers mixed colors | 10.00 |
| GAILLARDIA The DAZZLER * —Deep red blooms | 3.50 |
| SHASTA DAISY DEINER'S GIANT DOUBLE —Seedlings | 4.00 |
| PYRETHRUMS Robinson's Hybrids —Mixed Colors | 4.50 |



LOCATION—Floral Gardens, Eaton Ohio, is located 25 miles west of Dayton, Ohio, on U. S. Route No. 35, fifteen miles east of Richmond, Ind.

SHIPMENTS—All shipments will be made via Express, Collect, unless otherwise requested.

TERMS—All sales strictly CASH WITH ORDER, unless customers furnish us with satisfactory references from reliable firms. All bills 2 per cent discount in 10 days; net 30 days; 6 per cent interest added on Past Due bills.

SUBSTITUTIONS—We do not substitute without your permission. ALL COMPLAINTS must be made within five days after receipt of goods. Our responsibility ceases on delivery of your order in good condition to the forwarding company. We do however, guarantee all stock to be true to name and will gladly replace any found otherwise.

PACKING—No extra charge for packing on all orders amounting to \$10.00 and under—all over that amount packing at cost.

***PRICES**—Five at 10 Rate; 25 at 100 Rate. Orders calling for less than five plants of one variety, please add 5c to the price of each or the 10 rate. All prices are F. O. B. Eaton, Ohio.

VISITORS ARE MORE THAN WELCOME TO VISIT
OUR GARDENS AT ALL TIMES

Floral Gardens Nursery . . . Eaton, Ohio

"The Garden by the Side of the Road"

Sec. 562,



FLORAL GARDENS

EATON, OHIO

New and Rare Varieties

PERENNIALS

Wholesale Trade List

SPRING - 1945

U. S. DEPARTMENT OF AGRICULTURE

OFFICIAL BUSINESS

PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$300

GPO

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